



Alaskaline

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BUR gets a little of Alaska



The tree-planting ceremony, held at the Airport's main entrance, featured the planting of a six-foot Sitka Spruce flown in by Alaska Airlines along with Sitka, Mayor John Dapcevich (right) especially for the occasion. Helping Dapcevich with the shovel work were Authority President William B. Rudell (left); Fred Pena, former assistant CSM in Burbank and now customer service manager, Long Beach; Jim Johnson, sr. vice president-public affairs; and the mayor's wife, Mrs. Jan Dapcevich.

The Sitka Spruce was chosen for the planting because of the species involvement with the aviation industry. The tree was imported from Alaska and Washington in the late 1920's and early 1930's by the Lockheed Aircraft Company for use in building the famous Lockheed Vega and other airplanes at its Burbank facility. Lockheed purchased Burbank airport, then known as Union Air Terminal, in 1940 and changed the name to Lockheed Air Terminal.

A Sitka Spruce, one of the primary materials used to build airplanes, was planted last week in a unique ceremony signaling the completion of the Burbank/Glendale/Pasadena Airport's landscape and roadway improvement project.

How "getting around L.A." contest works

The contest which was announced this week in the Pacific Northwest and Los Angeles area advertising was developed to introduce Alaska's newest city, Long Beach, California. "The theme 'How to get around L.A.' was selected to point out not only Long Beach but all three airports we serve in the greater Los Angeles area," said John Kelly, vice president/marketing, thus reaching more potential passengers at the same cost. We want people to think of reasons why the satellite airports of Long Beach, Burbank and Ontario would be more convenient for them to get into or out of Los Angeles."

The contest is open to anyone except Alaska employees, their families and the company's advertising agency. There are two ways to play -- through the essay contest, by completing in 25 words or less the statement "I know how to get around L.A....." or, by entering the names of three Southern California airports served by Alaska Airlines to be eligible for a drawing.

Entry forms are available at all ticket counters, city ticket offices and Board Rooms; in newspaper ads, through passenger service coordinators, and also through travel agencies in the Long Beach, Orange County area.

Prizes for the essay contest include 100 Alaska Airlines round-trip coach tickets between Long Beach and the Pacific Northwest, 100 five-gram gold ingots, 100 beach towels and 200 ASA T-shirts. Essay entrants not qualified for essay prizes will become eligible for the drawing. Drawing prizes include one first class round-trip ticket for two between Long Beach and the Pacific Northwest, a one-ounce gold ingot and 10 five-gram gold ingots. Entries must be received by Sept. 30.

With this contest we will have more impact than a traditional ad message. This will enable us to reduce our ad frequency thus saving more than the \$30,000 in prizes. The concentration of this campaign underlines the importance we place upon a successful launch of our new Long Beach service," added Kelly.

Service pins awarded

The following employees received gold-winged pins in honor of their length of service on anniversary dates during the month of July:

25-Year

Bill Wilson, mechanic, Seattle

15-Year

Valerie Hockley, inventory controller,
Seattle

Keith Anderson, mechanic, Seattle

Don Grotewald, mechanic, Seattle
Clifton Parris, mechanic, Seattle
Stan Strom, stock clerk, Anchorage
Steve Lysdale, pilot, Seattle
Don Austermuhl, rampservice,
Anchorage

10-Year

Scott Bloomquist, res manager,
Anchorage
Ann Galleger, res agent, Anchorage
Denise Belanger, flight attendant,
Seattle

(Cont'd. on following page)

Weipert celebrates 35 years



Vince Weipert

His career, built around daily encounter and challenges, Vince Weipert says it's been a pleasure to have worked with such a dedicated group of people during his 35 years at Alaska Airlines.

A Boeing 727 service engineer, Weipert joined Alaska Airlines in Everett as a mechanic. He relocated to Great Falls, Montana, in 1948 when the company began operations across the Northern Tier to Chicago. A field representative for Alaska's airlift operations, Weipert served in Germany, Hong Kong and Arabia. He returned to Everett in May 1949 as inspector, became lead inspector in Seattle in 1963 and service engineer 10 years later, the position he currently holds.

Born in Easton, Missouri, Weipert worked for North American Aviation in Kansas City before joining the Air Force in 1942. He also worked for American Airlines prior to joining Alaska.

Weipert has six grandchildren, enjoys boating, fishing and hunting, and is a member of the Elks and Knights of Columbus. He's still trying to get his golf game together.

Properties adds facilities engineer

The properties and facilities division announces that the position of facilities engineer has been filled by the recent hiring of Bob B. Smith.

A registered architect in the State of Washington, Smith previously worked for B.E. & C. Engineers, Inc., a Boeing subsidiary. His professional experience includes a diversified background in several areas, including architectural design, preparation of technical specifications, cost estimating and project management. He was also a project architect for six years with the Austin

Company, which constructed our present hangar building.

Smith will report to director of facilities Ron Suttell. He is filling a need in the department for in-house engineering and architectural expertise. This capability will enable the department to more effectively administer on-going construction and remodeling projects, as well as future expansion requirements.

Smith is a 1970 graduate of the University of Oregon with a Bachelor of Architecture degree. His wife Karen and children, Sean and Shannon, reside in Seattle.

Jan May joins personnel

Jan May has been appointed to fill the position of employment specialist and receptionist in the corporate office building. Jan was most recently with Continental Airlines as secretary to the regional sales manager in Seattle for over six years. She has also worked for Air Canada and Republic Airlines. Jan's knowledge of the industry, as well as her extensive contacts within the travel business, adds considerable strength to personnel's ability to support the company's employment demands.

AS employees utilize United Way agencies

During the past year, approximately 10 percent of Alaska Airlines Seattle based employees utilized the services of agencies funded by United Way of King County. Some of these agencies include The American Cancer Society, The American Diabetes Association, Camp Fire, Catholic Community Services, Filipino Youth Services, Girls Club of Puget Sound, Medina Children's Service, Planned Parenthood, Travelers Aid Society and YWCA.

Your gift to United Way is a commitment to your co-workers, to your neighbors and to your community. Contributions to United Way of King County benefit 115 voluntary agencies providing services at 300 locations in the county. It's a way of caring and sharing.

Tax incentive with contributions

This year, for the first time, if you do not itemize your tax deductions you can still claim a \$25 tax deduction for the first \$100 of your charitable contributions, including those to United Way.

This is the first year of a graduated scale which by 1984 will allow contributors to claim 100 percent of their contributions.

Information on the agencies supported by United Way of King County and how they are funded is available to everyone at meetings the company has scheduled over the next couple of weeks. It is important to know why and how your contribution dollars are being spent in your community, so please do ask questions at these meetings. There will be a United Way representative at all locations.

It's your community - And it needs YOU now.

5-Year

Ron Robillard, res agent sr., Seattle
Diana Shuttleworth, customer service
manager, Fairbanks
Barbara Turner, customer service
manager, Fairbanks
Carole Cowden-Roles, flight attendant,
Seattle
Kevin O'Brien, flight attendant, Seattle
Michael Caldwell, rampservice,
Fairbanks
Roger Kubler, director inflight, Seattle

Long Beach sets up

Telephone lines have been installed
in Alaska's newest city, Long Beach.
New local numbers are as follows:

Customer Service Mgr.	[213] 420-9152
Air Freight	[213] 420-7787
Ticket Counter	[213] 420-2131

For reservations and information,
the existing WATS lines will be utilized
as follows:

Reservations and Information
800-426-0333

Snowy wings pic needed

Harry Jonasson, SEAMQ, is looking
for a slide or film of an Alaska Airlines
aircraft with snow on its wings. Any
employees willing to loan Harry such
should contact him at [206] 433-3207.

A glimpse of Alaska on King TV special

Tonight's Jack Patera Show will
feature his recent fishing trip to Water-
fall Resort near Ketchikan. Aired on
King TV channel 5 at 7:00 p.m., the
30-minute "Gone Fishin'" special
precedes the televised Seahawks/St.
Louis Cardinals football game at 7:30
p.m. Jerry Johnson, director of cargo and
charter marketing accompanied Coach
Patera and Sports Director Don Poier of
King TV on the fishing trip.

Nuts & Bolts golf tourney set

The second annual Nuts & Bolts
FUN Golf Tournament will be held Sept.
17 at Northshore Golf Course. With the
emphasis on FUN for all, the tourney will
again be the "Peoria" method with four-
somes set up by random drawing. The fee
for golf, dinner, all the beer or wine you
can drink [cocktails available for a
nominal fee], trophies and prizes is \$28.
Non-golf activities for your spouse or
guest will be an additional \$11. Tee times
start at 10 a.m. and dinner follows at 6
p.m.

Anyone interested should forward
their check payable to Marv Mask,
SEAMM, prior to Sept. 8.

ASA girls' softball team takes 3rd



The ASA girls' softball team recently received a trophy for placing third in Division III of the Cascade League this season. The team's record was 10 wins and 4 losses, just one game out of first place. The first and second place teams' records were 11 and 3.

Head coach Jim Conway presented the trophy to Bob Putman, staff vice pres. personnel, expressing the team's appreciation for the company's continued

support. Putman expressed his gratitude for the dedication of the team over the years. The trophy is on display in the trophy case at the corporate office.

On hand for the presentation were several team members. Pictured are: [left to right] front row: Cathy Snyder; JoEllen Gardner; Carrie Ann Conway, team manager; Bob Putman; Annette Baker; Denise Baker; back row: Cheryl Harris; Jim Conway, head coach; Sharon Bunker; Carole Caprye, scorekeeper and Jim Caprye, assistant coach.

Team members not pictured are: Beth Joyce; Linda O'Halloran; Marilyn Wahlert; Heidi Hildebrandt; Kathy Chappell; Evey Ferguson; Jo Barton; Patty Edmond and Lori Deegan.

Special recognition goes to Carrie Ann Conway and Kathy Chappell, who were selected by the team to play in the Division III All Star game, Monday, Aug. 2. After a change in fields and short warmup game with the stands, the Division III All Star team played the Division II All Star team at White Center. Excellent playing, enthusiasm and team spirit were brought together by the Division III coaching staff to bring home a 12-4 win in the first annual All Star game.

Stock price report

Alaska Airlines' common stock sold on the American Stock Exchange in the following range during the period Aug. 5 to 11:

High: 5-5/8 on Aug. 6

Low: 5 on Aug. 10 & 11

Closing price on Aug. 11: 5

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